



HAUTLENCE

PRESS RELEASE

RED PASSION

HAUTLENCE PRESENTS THE LINEAR SERIES 3

Reference: AD50-ST02

Neuhausen am Rheinfall, March 21st, 2025

More than a watch, the Linear Series 3 from HAUTLENCE is a statement, an attitude, a declaration of style. Dressed entirely in red, it embodies a state of mind, a vision of the world where daring is elegance, and every moment is lived with the utmost intensity. The color of visionaries, passion red symbolizes innovation and, on the Linear Series 3, becomes a sublime way of displaying the time via the linear retrograde jumping hour. Opting for this timepiece is choosing to stand out. Red is not for everyone, only for those who dare!

Red has always represented life and strength, a power in itself. It is no coincidence that it has become the hallmark of iconic car manufacturers or that it is a recurring motif in the fields of art, architecture and design. Like the Renaissance artists who used red to imbue their works with depth and emotion, HAUTLENCE has chosen this color as the natural option to emphasize the lines of its Linear Series 3 model.

On the left of the Linear Series 3's dial, a graduated scale resembling those used on precision measuring instruments indicates the hours using a linkage. This large, very slim linkage recalls the one used in the first



movement developed by HAUTLENCE in 2004: the calibre HL. The small pointer on its end indicates the hour on the vertical scale. Once the 12 numeral is passed, the snail disengages the probe to release the accumulated energy. The linkage then jumps and returns to the 1 numeral. In addition to the linear retrograde jumping hour, the Linear Series 3 is equipped with a flying tourbillon at 6 o'clock, whose balletic movement can be admired behind its black skeletonised bridge.

The steel case of the Linear Series 3 guarantees water resistance to 10 ATM and exceptional durability. On the sides, reliefs bring volume and dynamism to the case, the unique shape of which is part of the HAUTLENCE signature. The notched

crown features a red rubber band that echoes the strap.

As always at HAUTLENCE, the dial is constructed on several levels. An additional tinted sapphire dial featuring the minute numerals sits on top of the base dial with a vertical satin finish. The main dial is partially open to allow parts of the movement to be seen. One component visible through the opening is the minute cam. This is integral with the minute hand, which rotates once per hour and lifts the minute sector as the hour elapses. After 60 minutes, the minute sector falls back, driving the hour star including the hour cam.

The calibre D50 self-winding movement is the motor that drives the Linear Series 3. It has been entirely developed, designed, and produced in-house. Equipped with a module created in collaboration with Agenhor, it comprises 239 components, oscillates at a frequency of 3 Hertz and offers a power reserve of 72 hours. The finely chased oscillating weight recalls the brand's famous Möbius movement.

A veritable work of art, the Linear Series 3 is the perfect companion for those who experience each second with passion.



LINEAR SERIES 3

REFERENCE AD50-ST02

CASE

- Case middle and horns: satin-finished and polished steel
- Bezel: satin-finished and polished steel
- Crown: polished steel and red rubber ring; engraved HAUTLENCE logo
- Crystal: beveled, extra-hard rectangular sapphire crystal with anti-reflective treatment
- Back: sapphire crystal engraved with "HAUTLENCE", "10 ATM", "Suisse"
- Dimensions: 43.0 x 50.8 x 12.2 mm / 10.9 mm without sapphire crystal
- Water resistance: 10 ATM

DIAL

- Base dial: skeletonized rhodium-plated brass with vertical satin finish and red Zapon lacquer.
- Intermediate dial: tinted sapphire with printed minute track and Globolight® numerals.
- Upper dial: plate with matte red lacquer, surface in black oxidation, Super-LumiNova® hour numerals

LIMITED EDITION

- 28 pieces

CALIBRE

- D50 self-winding mechanical movement
- Linear retrograde jumping hour and 1 minute flying tourbillon
- Double hairspring
- Power reserve: minimum of 72 hours
- Frequency: 21,600 vibrations per hour
- Number of components: 239
- Number of jewels: 39

STRAP

- Red rubber
- Buckle: steel pin buckle

ABOUT HAUTLENCE

Founded in 2004, HAUTLENCE – whose name itself is an anagram of Neuchâtel – pays tribute to the birthplace of the watchmaking art. The brand has been praised by watch collectors and aficionados from across the world for bringing a new dynamism to the art of fine watchmaking.

In 2022, HAUTLENCE embarked on a new chapter in its history. While continuing to refine and develop the brand's signature codes, HAUTLENCE adopted a brand new, more contemporary, and sporty approach. Featuring a new structure, a more exclusive distribution network, and a visual identity aligned with the brand's positioning, HAUTLENCE now has the resources to confirm its status as a leading independent.

With an annual production of around 200 pieces, HAUTLENCE has nine calibres designed and developed in-house, whilst also relying on external partners for the movements used in certain collections.

In strategic terms, HAUTLENCE can count on support from MELB Holding, an independent family watchmaking group that has been offering its experience and network since 2012, with the synergies between HAUTLENCE and the group sure to grow.

HAUTLENCE is pushing the boundaries of traditional watchmaking codes, uniting them with innovative mechanical solutions and an unlimited universe borrowed from the various arts, combining design, architecture, and movement. The brand takes its inspiration from this to create new approaches to time display, which it uses to elevate the two key dimensions of space and time. Ever conscious of a functional relationship with beauty, HAUTLENCE invents timepieces with completely new contours and depths, respecting every stage and every person involved in their production.

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